

## POLICIES AND STRATEGIES BURBANK NEIGHBORHOOD PLAN

### POLICY 1: MAINTAIN SOME SINGLE FAMILY AREAS

Originally, Burbank residential areas were developed as single family homes and workers cottages. All residential areas in Burbank were later designated for multi-family use because of their central location. New apartments shoehorned between older homes may make Burbank neighborhoods less attractive for homeownership and preclude coordinated redevelopment later. If the quality of residential areas in Burbank declines, adjoining downtown areas will be less attractive to new business and housing. Thus, maintaining single family enclaves in Burbank is appropriate at this time.

#### STRATEGIES:

- A) Rezone Lion-Rotary area and Arnold and Pamela Courts to Single Family districts.
- B) Retain Medium Density zoning elsewhere but tighten controls to ensure compatibility with remaining single family homes.
- C) Discourage garage conversions on a city-wide basis, amending Section 10-2-60(2) of the Off-Street Parking Ordinance.

### POLICY 2: IMPROVE MULTI-FAMILY DEVELOPMENT

The strong demand for housing in the Bay Area has pushed development of Burbank lots towards their allowed maximum densities. Maximum densities do not reflect the configuration of the lot. With deep narrow lots infill housing often has problems such as: a barracks look; a lack of windows and entries facing the street for neighborhood contact; poor visibility for police protection; insufficient open space, especially for children; and inadequate parking. If new residential environments were of higher quality, Burbank families could move up without moving out.

#### STRATEGIES:

- A) Apply off-street requirements to entire parcel, including existing uses, restricting variances, and use permits for garage conversions.
- B) Require two parking spaces per unit plus visitor parking in Burbank, except for senior citizen housing.
- C) Attempt to alleviate parking and circulation problems when adjoining development takes place through coordination with adjoining property owner(s).
- D) On a city-wide basis, adjust maximum units allowed to site configuration to provide for better open space, parking, success, and public safety.
- E) Implement Design Review Guidelines, insisting on good design.

### POLICY 3: COORDINATE "A" STREET DEVELOPMENT

"A" Street is designated as Medium Density Residential in the General Plan, but zoned General Commercial. Land use is equally divided between residential and commercial; setbacks vary from zero to 80 feet and there are excessive curb cuts for an arterial. Disjointed development detracts from the public investment in landscaped medians and utility undergrounding. The uncoordinated appearance of the street may stem as much from the varied siting of the buildings, parking, and signs as from the mixture of uses; continuity should be encouraged.

#### STRATEGIES:

- A) Rezone "A" Street frontage from CG to achieve zoning consistency with General Policies Plan.
- B) Regulate setbacks so that buildings form a more continuous frontage and so that parking areas can be combined for more efficient use.
- C) Develop a CN zoning for Burbank which allows residential use as a conditional use along arterials. Include criteria such as a minimum frontage of 120 feet and a 20 foot landscaped setback and consider density bonuses for more extensive frontage.

### POLICY 4: PRESERVE "B" STREET CHARACTER AND NEIGHBORHOOD

The towering sycamore trees on lower "B" Street are the outstanding feature of the Burbank neighborhood. These trees are specifically mentioned in the General Policies Plan for retention and receive special care from the city. Existing zoning, however, encourages replacement of all the original housing by allowing very high densities and should be reduced. Housing along "B" Street includes some turn-of-the-century Victorian and Colonial Revival styles, but most homes are later bungalows with some craftsman features. Additions, alterations, and new construction should be done in one of these original styles, in scale with the grander original homes.

#### STRATEGIES:

- A) Change General Commercial (CG) zoning and RHB7 residential zoning (58 units per acre maximum) to Medium Density residential (17 units per acre maximum).
- B) Change Central City Zoning maximum densities for "B" Street below Watkins from 50-65 units per acre to 17 (Medium Density).
- C) Allow for neighborhood commercial or office use of existing houses, where appropriate, to encourage rehabilitation and preservation of buildings.
- D) Require building setbacks, orientation toward street and roof lines of new buildings, alterations or additions to conform with the early styles.
- E) Discourage the demolition of existing buildings.
- F) Require site review of proposed new development before granting demolition permits for existing houses.

**POLICY 5: PROVIDE A TRANSITION BETWEEN DOWNTOWN HIGH INTENSITY DEVELOPMENT AND THE BURBANK NEIGHBORHOOD**

The area east of Grand between "D" Street and "A" Street is part of the Downtown Redevelopment Area along with a one and a half block industrial area west of Grand along "C" Street. The Burbank planning area borders the Redevelopment Area. The Downtown Design Plan covers a wider area than the Redevelopment Area and overlaps the Burbank planning area. In this overlap area, Central City zoning allows 50 units per acre with eight foot setbacks from the street; there is no group open space requirement. The overlap should be eliminated, maximum intensities should be reduced and the maximum should apply only when Design Guidelines are satisfied.

**STRATEGIES:**

- A) Utilize Grand as a dividing line between the Burbank Neighborhood and the Downtown Area, retaining minimum development sites established in the Downtown Redevelopment Area west of Grand.
- B) Reduce maximum density in the Burbank area west of Grand from 50 units per acre to that of Medium Density Residential (17 units per acre).
- C) Adopt site configuration and rear setback requirements in Central City zones.
- D) Include group open space requirements in Central City zones for city-wide consistency.

**POLICY 6: CLARIFY LAND USE POLICY; RESOLVE ZONING INCONSISTENCIES**

There are some zoning classifications in the Burbank Neighborhood which are not consistent with the General Policies Plan designations or with existing, desirable land use. Neighborhood plans with subsequent rezonings provide an opportunity to achieve greater land use policy consistency. In the future, commercial uses in designated residential areas should be located to serve the area without detracting from the residential character of the area.

**STRATEGIES:**

- A) Retain General Policies Plan designations along Soto to Jackson, changing zoning from RH to RM and I to CG.
- B) Keep Medium Density residential designation for Winton between Soto and Alice considering applications for neighborhood commercial or office which fit with the neighborhood and maintain 20' landscaped setback.
- C) Concentrate neighborhood retail at Grand and Winton for a viable neighborhood shopping center.
- D) Change CC-C (commercial) zoning along Grand between Dean and "D" to CC-R (residential) zoning.
- E) Rezone the southern end of Alice from CN to CO so that existing residential use is conforming.
- F) Change CG zoning on Jackson between Soto and Alice to CN zoning.
- G) Rezone the residential area at the west end of "C" Street, north of Sulphur Creek, from Industrial to Medium Density Residential with corresponding change to General Policies Plan designation.

## POLICY 7: UTILIZE CANNERY AREA MORE FULLY

The Cannery area is shown in the General Policies Plan as Mixed Industrial to reflect the City's openness to a variety of possible uses for centrally located, older industrial areas. Portions of the Cannery not needed for remaining operations are being sold. Light industrial use with a park on the northern portion is proposed to provide for needed park facilities and for separation of industrial and residential use.

### STRATEGIES:

- A) Retain mixed Industrial designation, allowing for improvement of site as new light industrial and warehouse facilities.
- B) Remain receptive to proposals for warehouse sales facilities to maximize tax revenues.
- C) Remain receptive to warehouse subdivision for small businesses in order to develop new jobs.
- D) Seek park use for the portion across from Burbank School, recognizing HARD's desire for highly visible parks with the recreational program flexibility of adjoining schools.

## POLICY 8: MITIGATE NEGATIVE IMPACTS OF INDUSTRIAL USE

New industrial uses abutting residential areas require conditional use permits. The conditions imposed by the use permit should make the industrial use compatible. Of special concern in Burbank is truck traffic, noise, and appearance. The Public Utilities commission should be encouraged to allow more truck access to the Cannery industrial area from Cannery Court, crossing railroad spurs if necessary, in order to avoid truck traffic past Burbank School.

### STRATEGIES:

- A) Encourage owners to make "good neighbor" improvements including a sound wall to protect adjoining residents on Myrtle, landscape screening of north east perimeter, and removal of unsightly structures.
- B) Carefully draft conditions for any new use to address potential problems including access, parking, truck traffic, noise, maintenance, and pollution.
- C) Provide landscaping along Filbert, relocating sidewalk if necessary.
- D) Make access to Cannery Area from south and north ends.
- E) Require a Planned Development application for new development with comprehensive site planning to minimize possible problems and maximize attractiveness.
- F) Eliminate truck parking on Filbert and Meek.

## POLICY 9: IMPROVE LOCAL TRAFFIC SAFETY

Citizens have expressed concern about visibility at some intersections, crosswalk safety, speeding, and dangerous curves. The following proposals seek to alleviate some of those concerns at costs within existing budgets.

### STRATEGIES:

- A) Provide red curbing as necessary to increase visibility of pedestrians and vehicles including: 20' of red curb on "B" Street at approaches to Alice; 20' of red curb on north side of "B" Street east of Myrtle; on north side of "B" Street east of Filbert to a total of 20'; on south side of "B" Street for 100 feet west of Burbank as long as "Ice House" blocks visibility; on north side of "C" Street east of Alice; and on south side of "C" Street at Myrtle to 20' west of crosswalk.
- B) Install "PED XING" pavement marking and signs at approaches to crosswalk at "C" and Alice.
- C) Request a stop sign at "B" and Myrtle.
- D) Request four-way stop signs at "C" and Myrtle along with any compatible school warning signs or pavement marking.
- E) Provide lane drop sign on "C" Street approaching the Burbank curve.
- F) Provide line reflectors through curves at "C" Street and Burbank, "C" Street and Filbert, and Meek and Filbert.
- G) Define offset Meek and Myrtle intersection with crosswalks at the far east and west legs on Meek; paint curbs red within intersections.
- H) Enforce speed limits.
- I) Provide more crossing guards for students.

## POLICY 10: IMPROVE CIRCULATION AND TRANSPORTATION FACILITIES

In the Burbank area, "A" Street, Winton and Jackson are the major arterials for through traffic; Grant and Soto are minor arterials. Some local streets also carry heavy through traffic. The "D" Street extension is expected to alleviate this problem; more restricted entry to local streets is therefore not considered necessary at this time. By the year 2005, however, projected volumes will exceed capacities on Jackson near Grand and on Soto Road, indicating need for further improvements. Extension of Meekland should be sought as redevelopment of the Cannery area allows. Alternative transportation must also be encouraged as the Burbank neighborhood becomes more developed to limit the proliferation of automobiles.

### STRATEGIES:

- A) If feasible, extend Meekland to Cannery Court.
- B) Encourage BART to provide a parking garage to eliminate overflow onto neighborhood streets.
- C) Provide benches at major bus stops for neighborhood commercial areas and industrial area.

## POLICY 11: INCREASE PUBLIC SAFETY

Burbank is a relatively high crime area. Neighborhood Watch programs are an effective way to assist police in making the neighborhood safer. As well as reporting suspicious activity, neighborhood groups can lobby for additional law enforcement efforts to cope with problem areas such as the City/County border on "A" Street. Neighborhood Watch groups are also needed to organize neighborhood response to a major earthquake so that precautions can be taken and injured people can be quickly located. Public safety must be considered in street lighting and in the design of new housing.

### STRATEGIES:

- A) Establish Neighborhood Watch groups to reduce criminal activity and to prepare for a major earthquake.
- B) Support task force with city, county and special drug enforcement officers in intensifying efforts in problem areas.
- C) Encourage annexation of county areas within Burbank for clearer accountability.
- D) Require new development to be designed for better security.
- E) Increase street lighting where it improves public safety.
- F) Have police patrols report locations of burnt out street lights.
- G) Adopt a city-wide building security ordinance.

## POLICY 12: PROVIDE ADEQUATE PARK FACILITIES

There are no parks within the Burbank area. Hayward Area Recreation and Park district provides funds for play field development at all three schools in the Burbank area and uses schools for recreational programs. Even if the acreage at these facilities is fully counted as providing neighborhood open space, Burbank is well below the city average of 3.6 acres per thousand residents. Population in Burbank and the adjoining downtown is expected to increase significantly. Access to active recreational facilities and open space is essential to a quality residential environment.

### STRATEGIES:

- A) Promote awareness and maintenance of facilities in or near Burbank: Centennial Park, Winton Jr. High, Burbank School, Sunset High and the Hayward Boys and Girls Club.
- B) Encourage new residential development to provide on-site recreation space such as play areas.
- C) Seek a park site in the Redevelopment Area.
- D) Seek a park site on the northerly portion of the Cannery area. If there are not adequate resources for parks, allowed density of new development should be reduced.
- E) Raise developer's city-wide park dedication fees so park land can be purchased.
- F) Seek and equip tot lot sites.
- G) Recommend revision of park district policy on minimum park size in underserved areas like Burbank and the adjoining downtown.

## POLICY 13: PRESERVE ELEMENTS OF BURBANK HISTORY

"B" Street and the Cannery were important elements of early Hayward. A street car line along "B" Street previously connected the Cannery and railroad station with the downtown. Meek orchards comprised most of Burbank, but Dr. Winton also had a sizable holding and his home still exists on Myrtle. Hayward currently has no restraints on demolition other than a \$49.50 permit. Demolition of buildings considered significant should be postponed while alternatives are considered. Sycamore trees and buildings which form the context of the original street car line also share collective historical significance to be conserved.

### STRATEGIES:

- A) Revise Historic Preservation Ordinance to give some protection to structures designated as Historically or Architecturally Significant (such as the Winton House at 24072 Myrtle).
- B) Designate "B" Street historical district to protect turn-of-the-century character.
- C) Require public review should demolitions be proposed for architecturally significant buildings (such as the Victorians at the entry to the Burbank neighborhood between Watkins and Montgomery).
- D) Encourage an active liaison with the Hayward Historical Society in the designation and review of historical resources.

## POLICY 14: IMPROVE STREETSCAPES

Streets provide for circulation and also serve as open space corridors. Comparison of "B" and "C" Streets demonstrate how trees can form beautiful street spaces. Landscaping is also needed to soften harsh surfaces such as sound walls and to dramatize entries. Different treatment of paving should be used to help establish pedestrian ways and areas. The City of Hayward is on improving median landscaping along arterials; private developments should also contribute to a unified, attractive streetscape.

### STRATEGIES:

- A) Continue to require maintenance of sycamore trees on "B" Street.
- B) Save large mature trees where feasible when developing land.
- C) Consider bulbing sidewalk on "A" Street at Filbert and bricking providing special crosswalk treatment to aid pedestrians and to note commercial area.
- D) Landscape northeast corner of Western and "A" Street as an entry feature
- E) Require consistent landscape edge with medium to large canopy street trees along "A" Street, Winton and Jackson per Landscape Beautification Plan. Apply principles of Landscape Beautification Plan also to Grand Street.
- F) Soften appearance of sound walls along "D" Street Extension with suitable landscaping and wall design.
- G) Design location of curbs on Winton in conjunction with "D" Street work; consider provision of curb and sidewalks in exchange for dedications to achieve planned street dimensions and continue to require curbs and gutters in conjunction with new development.
- H) Seek Shopping Center Beautification design funds for Russell's shopping area on Winton if there is cooperation with right-of-way realignment and curbing.
- I) Landscape Cannery buildings along Filbert and Meek.

## POLICY 15: ELIMINATE EYESORES

"Eyesores" such as cars parked across a front yard or graffiti along a wall can taint the impression of a whole neighborhood. The Fire Department has been active in clearing overgrown lots; the Police Department organizes graffiti removal; and the Planning Department seeks corrections of violations such as improper signs, fences or cars parked on front yards. A Community Preservation Ordinance could provide for more comprehensive correction of eyesores. There is only one billboard left in Burbank at present, and the sign ordinance is being revised to be more restrictive.

### STRATEGIES:

- A) Enact a Community Preservation Ordinance to establish city authority for requiring correction of unsightly conditions.
- B) Systematically inspect Burbank area for zoning violations such as cars parked on front yards.
- C) Further limit freestanding signs and prohibit signs on top of buildings and additional billboards.

1653r/er